

U.S. Army 2005 MWR Leisure Needs Survey Results

**22nd ASG - Vicenza
Italy**

BRIEFING OUTLINE

22nd ASG - Vicenza

□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

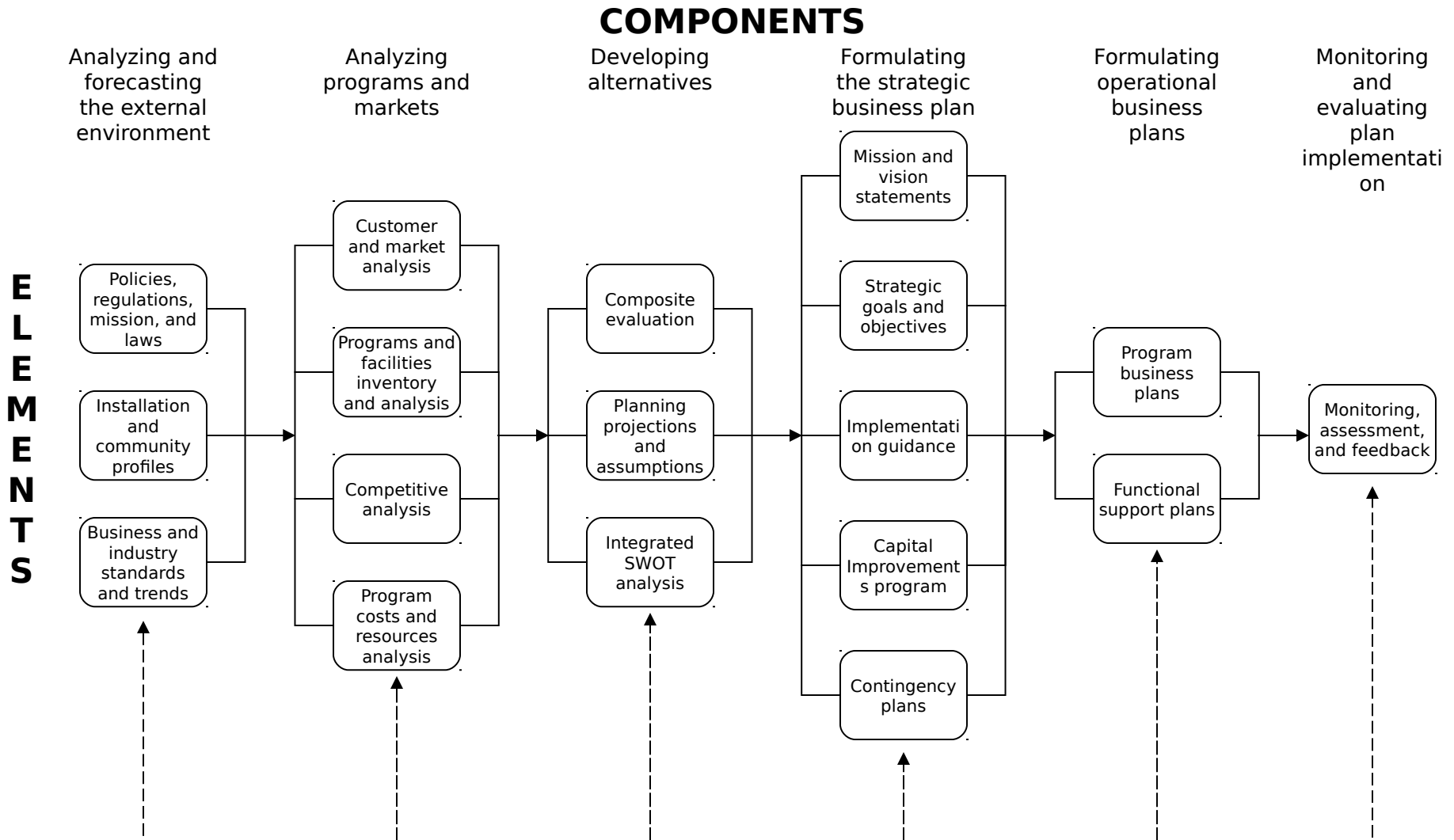
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 550 surveys were distributed at 22nd ASG - Vicenza



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Spouses of Active Duty (CONUS only)
 - Civilian Employees
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
22 nd ASG - Vicenza:					
Active Duty	3,263	250	156	62.40%	±7.66%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	2,528	300	63	21.00%	±12.19%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	5,791	550	219	39.82%	±6.50%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

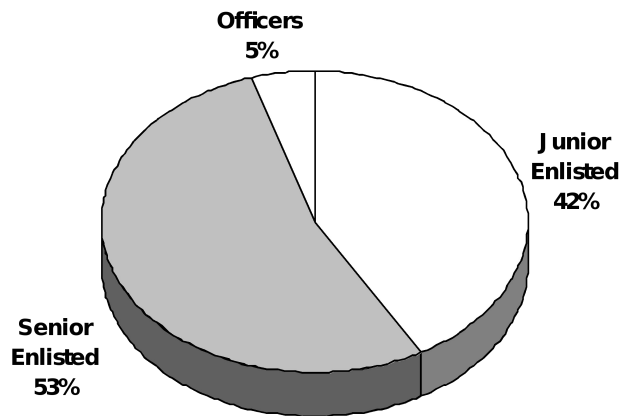
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

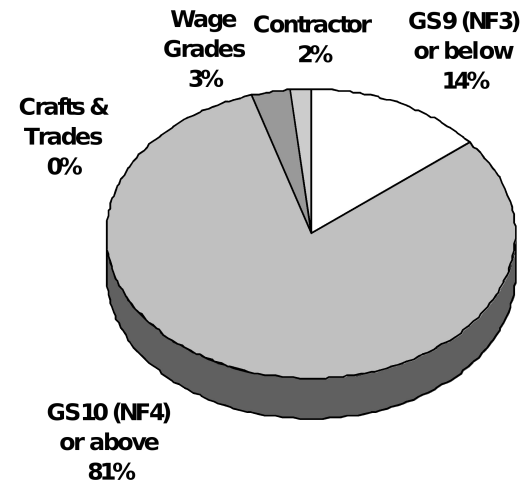
ACTIVE DUTY

(n = 144)



CIVILIANS

(n = 63)



* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 22nd ASG - VICENZA

22nd ASG - Vicenza

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	75%
Library	69%
Car Wash	54%
Athletic Fields	48%
Automotive Skills	42%

LEAST FREQUENTLY USED FACILITIES

Cabins & Campgrounds	4%
BOSS	6%
Youth Center	7%
School Age Services	8%
Child Development Center	9%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 22nd ASG - VICENZA*

22nd ASG - Vicenza

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Automotive Skills	4.29
Library	4.27
Arts & Crafts Center	4.09
Army Lodging	4.09
Fitness Center/Gymnasium	4.04

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Car Wash	3.09
Youth Center	3.32
BOSS	3.37
Child Development Center	3.41
Bowling Center	3.57

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 22nd ASG - VICENZA*

22nd ASG - Vicenza

FACILITIES WITH HIGHEST QUALITY RATINGS*

Library	4.18
Automotive Skills	4.17
Army Lodging	4.02
Cabins & Campgrounds	4.00
Outdoor Recreation Center	4.00

FACILITIES WITH LOWEST QUALITY RATINGS*

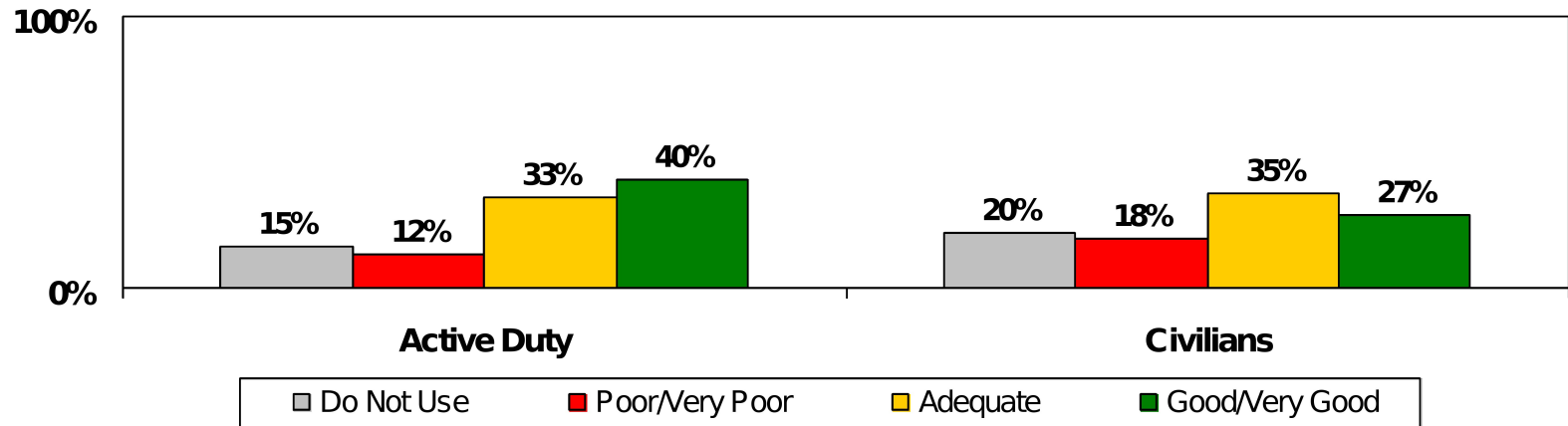
Car Wash	3.01
BOSS	3.08
Youth Center	3.24
Bowling Center	3.40
Multipurpose Sports/Tennis Courts	3.49

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

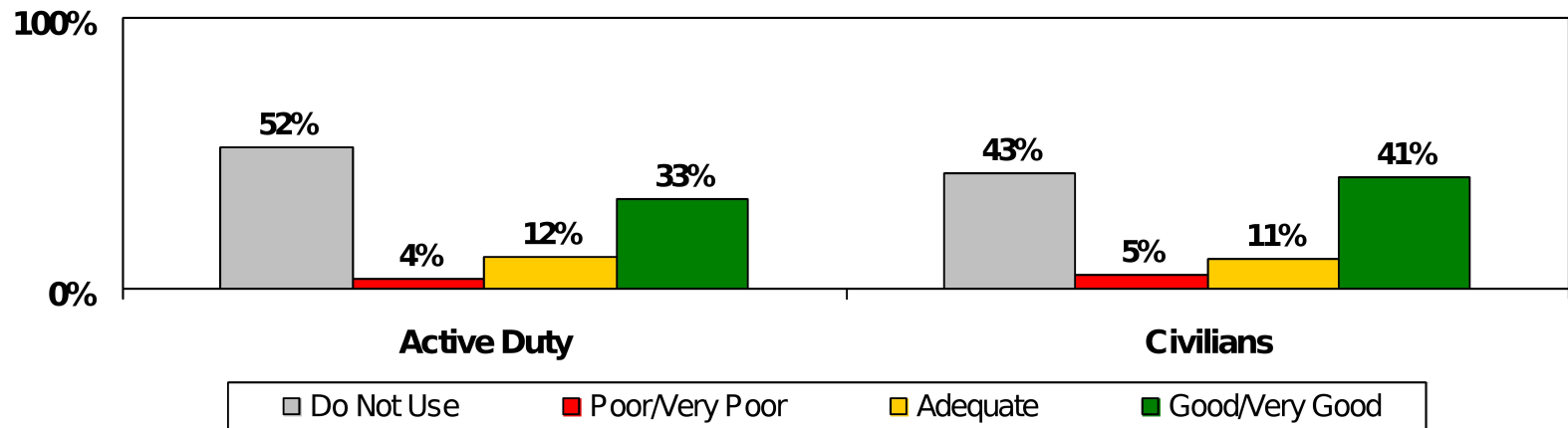
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

22nd ASG - Vicenza

Quality of On-Post Services



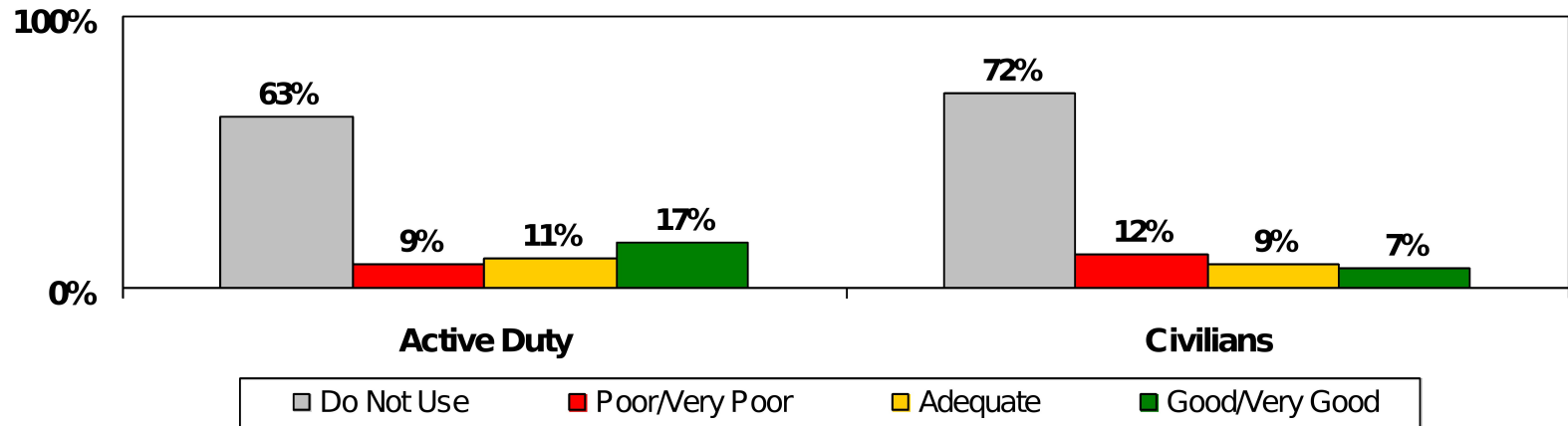
Quality of Off-Post Services



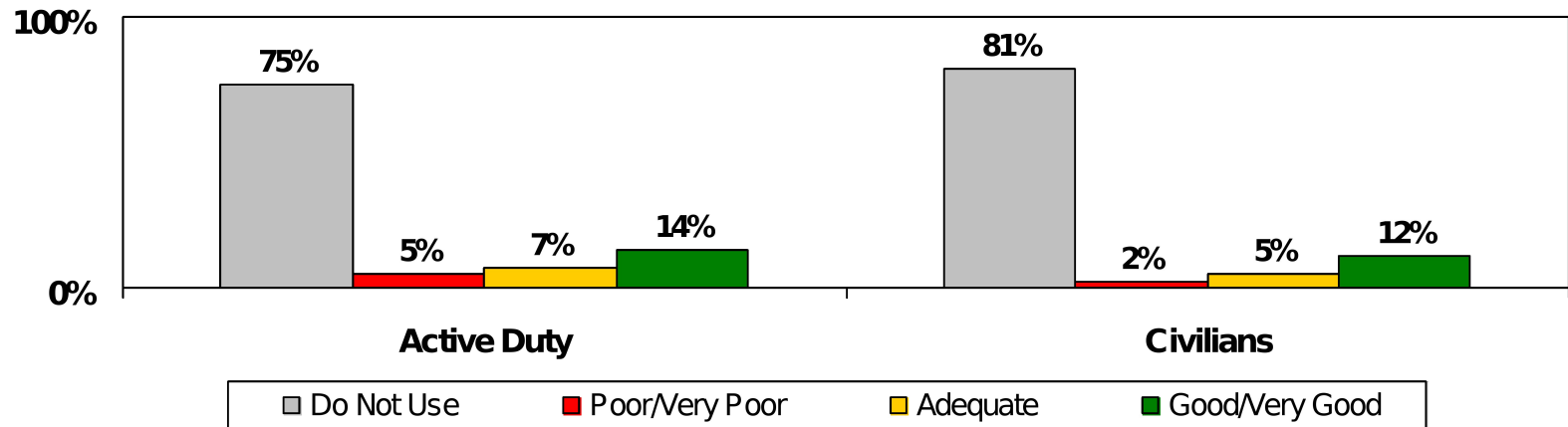
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



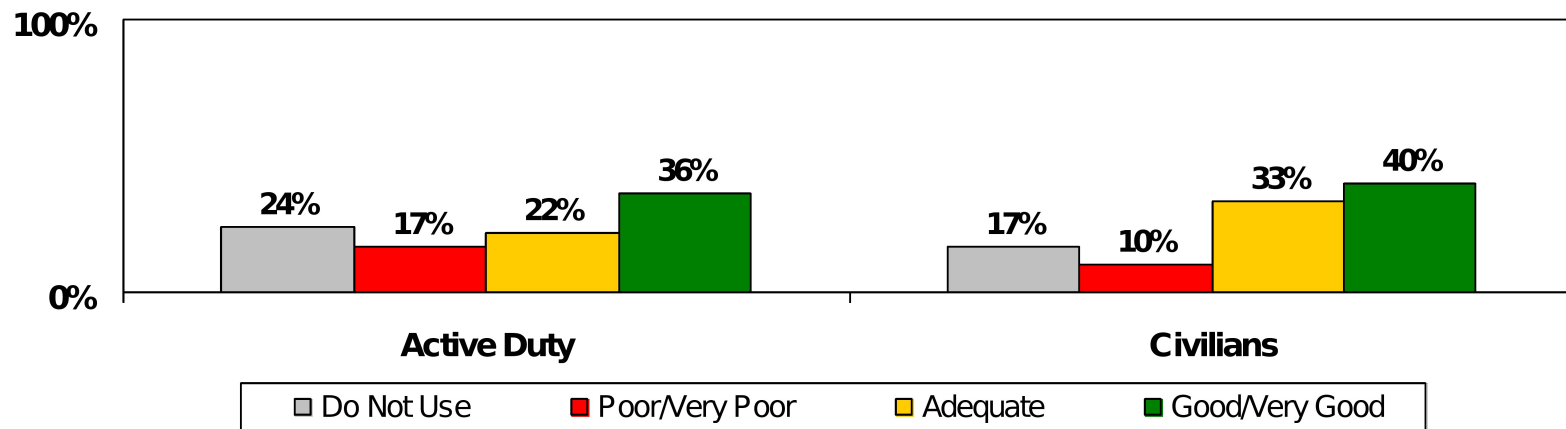
Quality of Off-Post Services



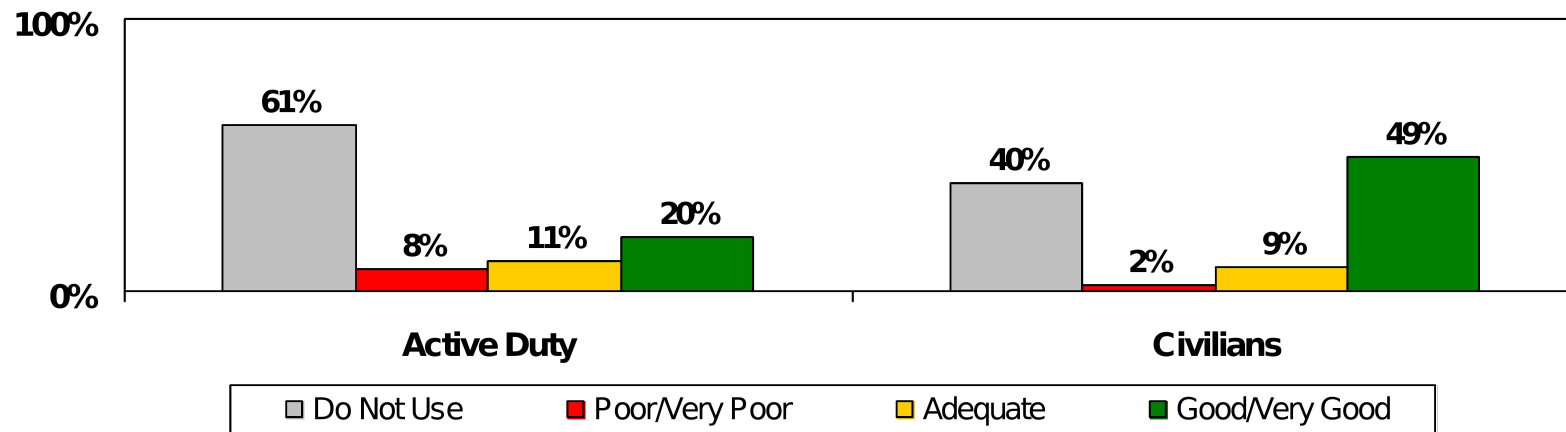
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

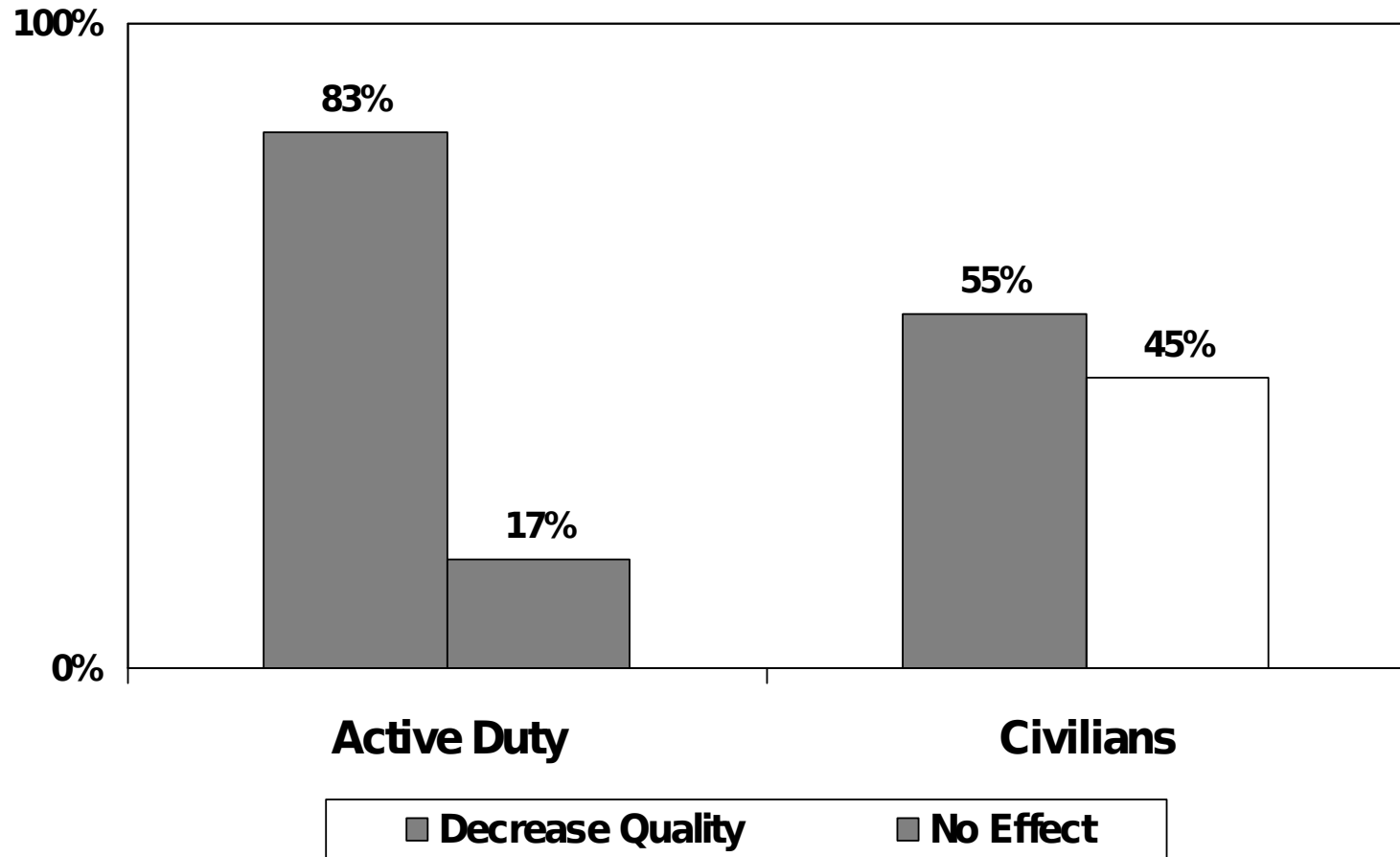


Quality of Off-Post Services



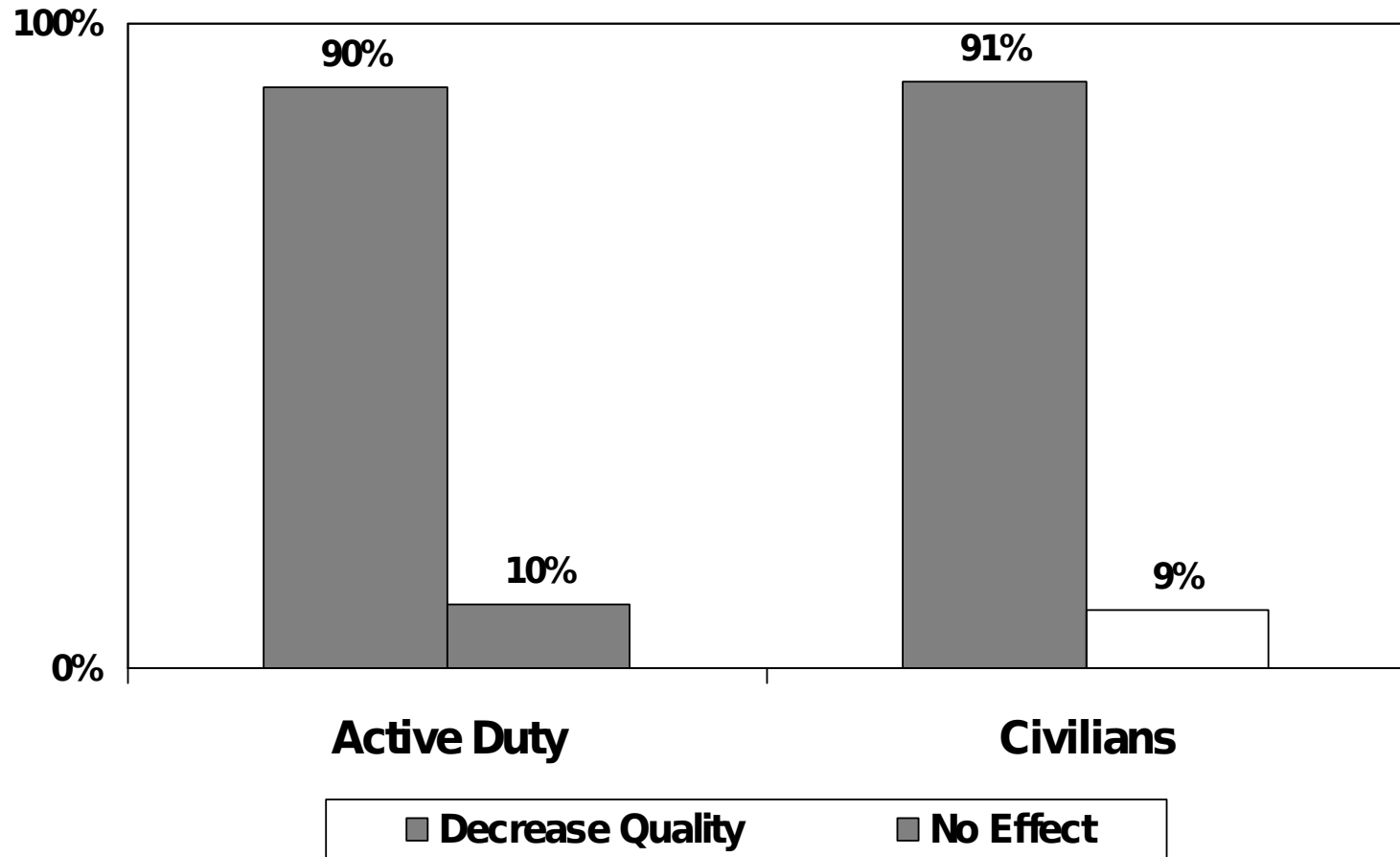
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	83%
Library	74%
Army Lodging	71%
Swimming Pool	54%
Athletic Fields	52%
Automotive Skills	52%
Child Development Center	49%

RV Park	77%
Golf Course Pro Shop	70%
Golf Course Food & Beverage	64%
Golf Course	62%
Cabins & Campgrounds	57%
Bowling Pro Shop	55%
Marina	55%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	13%	13%	13%
E-mail	29%	33%	31%
Friends and neighbors	40%	58%	48%
Family Readiness Groups (FRGs)	10%	7%	9%
Bulletin boards on post	53%	57%	55%
Post newspaper	40%	70%	53%
MWR publications	35%	42%	38%
Radio	26%	45%	34%
Television	43%	52%	47%
My child(ren) let(s) me know	5%	10%	7%
Other unit members or co-workers	27%	28%	28%
Unit or post commander or supervisor	15%	5%	10%
Marquees/billboards	15%	38%	25%
Flyers	47%	63%	54%
Other	3%	3%	3%
I never hear anything	9%	0%	5%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	71%
Better Opportunities for Single Soldiers	58%
Army Community Service	54%
MWR Programs and Services	84%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	63%	90%	10%
Outreach programs	57%	68%	32%
Family Readiness Groups	76%	88%	13%
Relocation Readiness Program	73%	86%	14%
Family Advocacy Program	75%	86%	14%
Crisis intervention	66%	72%	28%
Money management classes, budgeting assistance	70%	77%	23%
Financial counseling, including tax assistance	70%	81%	19%
Consumer information	45%	75%	25%
Employment Readiness Program	64%	81%	19%
Foster child care	43%	69%	31%
Exceptional Family Member Program	72%	80%	20%
Army Family Team Building	66%	75%	25%
Army Family Action Plan	65%	79%	21%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	43%
Personal job performance/readiness	48%
Unit cohesion and teamwork	52%
Unit readiness	56%
Relationship with my spouse	55%
Relationship with my children	50%
My family's adjustment to Army life	53%
Family preparedness for deployments	57%
Ability to manage my finances	51%
Feeling that I am part of the military community	50%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	81%
Helps minimize lost duty/work time due to lack of child care/youth services	75%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	76%
Allows me to work outside my home	68%
Allows me to work at home	55%
Offers me an employment opportunity within the CYS program	56%
Allows me/my spouse to better concentrate on my/our job(s)	73%
Provides positive growth and development opportunities for my children	71%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	49%
Personal job performance/readiness	52%
Unit cohesion and teamwork	49%
Unit readiness	60%
Ability to manage my finances	51%
Feeling that I am part of the military community	53%
Relationship with my children (single parents)	67%
My family's adjustment to Army life (single parents)	59%
Family preparedness for deployments (single parents)	59%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	69%
Reading	57%
Entertaining guests at home	56%
Internet access (library)	55%
Multi-media (videos, DVDs, CDs)	55%
Internet access/applications (home)	52%
Going to movie theaters	46%
Walking	41%
Festivals/events	39%
Reference/research services	38%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	60%
Internet access (library)	53%
Weight/strength training	45%
Cardiovascular equipment	44%
Multi-media (videos, DVDs, CDs)	42%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	82%
Reading	78%
Entertaining guests at home	75%
Multi-media (videos, DVDs, CDs)	70%
Internet access/applications (home)	65%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Softball	14%
Soccer	12%
Touch/flag football	10%
Basketball	10%
Volleyball	7%

Outdoor Recreation

Going to beaches/lakes	36%
Bicycle riding/mountain biking	24%
Snow skiing/snowboarding	22%
Camping/hiking/backpacking	20%
Rock climbing/mountain climbing	13%

Social

Entertaining guests at home	56%
Night clubs/lounges	33%
Dancing	29%
Happy hour/social hour	28%
Special family events	26%

Sports and Fitness

Walking	41%
Cardiovascular equipment	37%
Weight/strength training	34%
Running/jogging	34%
Bowling	26%

Entertainment

Watching TV, videotapes, and DVDs	69%
Going to movie theaters	46%
Festivals/events	39%
Plays/shows/concerts	28%
Attending sports events	25%

Special Interests

Internet access/applications (home)	52%
Automotive maintenance & repair	35%
Automotive detailing/washing	34%
Trips/touring	33%
Gardening	30%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	57%	N/A	57%
Internet access (library)	55%	N/A	55%
Multi-media (videos, DVDs, CDs)	55%	N/A	55%
Going to movie theaters	39%	6%	46%
Reference/research services	38%	N/A	38%
Cardiovascular equipment	34%	2%	37%
Study/self development	34%	N/A	34%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

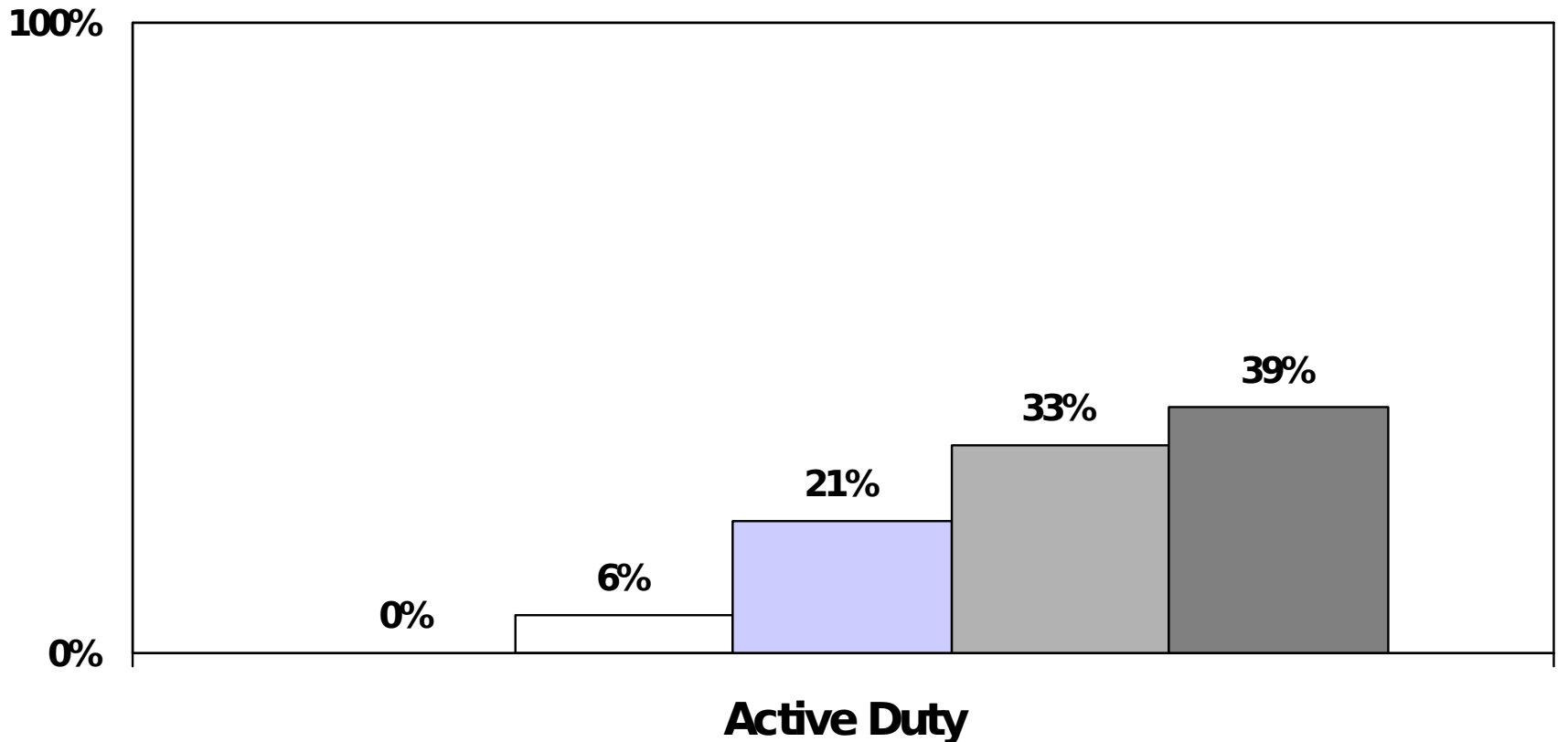
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	22%	2%	28%	52%
Automotive maintenance & repair	20%	8%	7%	35%
Automotive detailing/washing	15%	9%	10%	34%
Trips/touring	5%	27%	0%	33%
Gardening	1%	1%	28%	30%
Digital photography	2%	8%	13%	23%
Computer games	0%	1%	21%	22%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

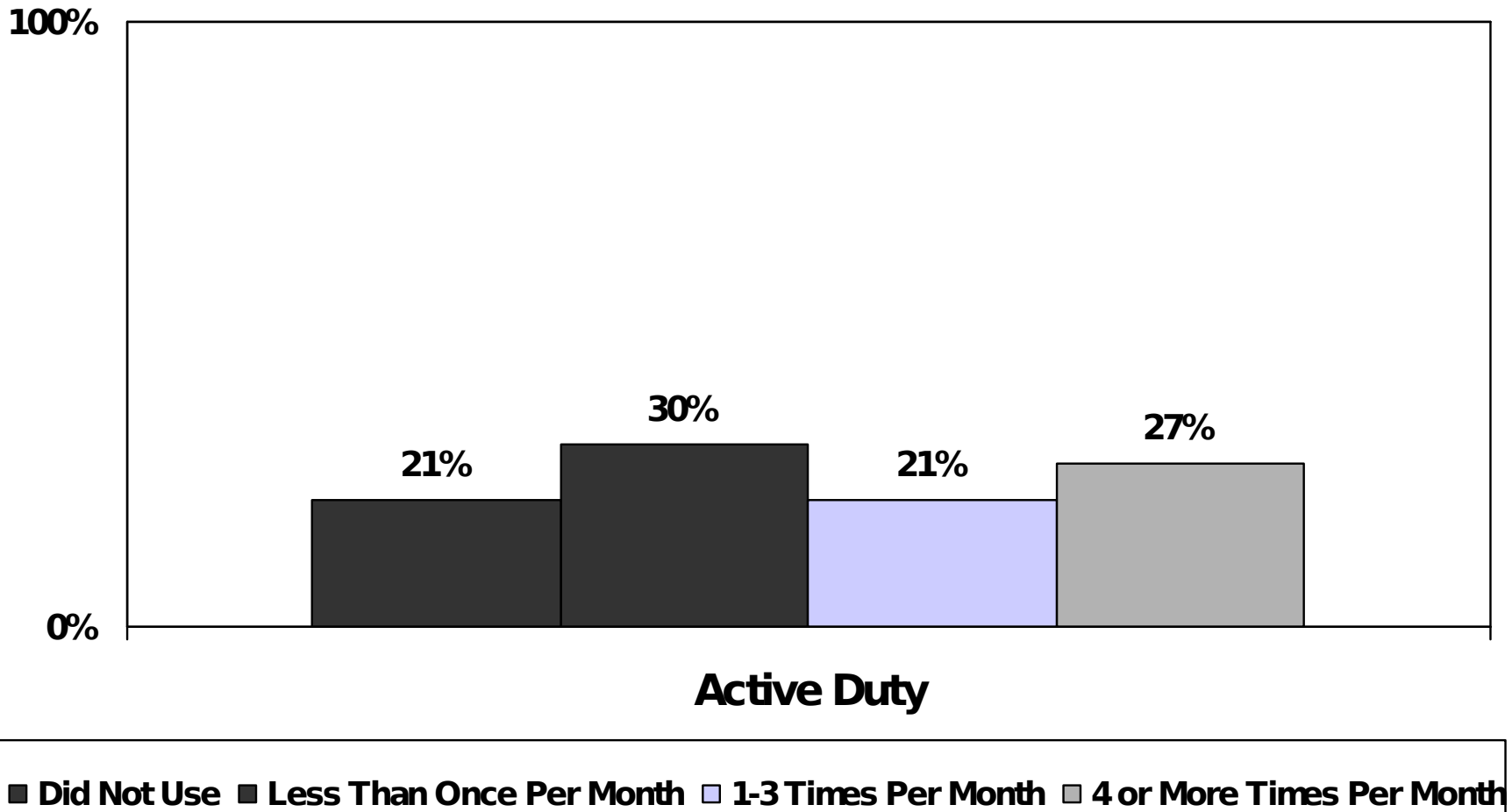
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■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	15%
Probably will not make military a career	12%
Undecided	23%
Probably will make military a career	22%
Definitely will make military a career	28%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)